Delphine DION

Professor
Department: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: dion@essec.edu
Phone number: +33 (0)1 34 43 33 75
Country of origin: France

RESEARCH INTERESTS

heritage brands, strategic marketing, Cultural branding, Market dynamics, Green consumption,

EDUCATION

2012	HDR, Université Paris 1 Panthéon-Sorbonne, France
1999	PhD in Management Sciences, Université de Rennes, France

EMPLOYMENT

Full-time academic positions

2018 - Present	Professor, ESSEC Business School, France
2015 - 2018	Associate Professor, ESSEC Business School, France
2007 - 2015	Associate Professor of marketing, Université Paris 1 Panthéon-Sorbonne, France

Other affiliations and appointments

2022 - 2030	Holder of the LVMH Chair, ESSEC Business School, France
2021 - 2023	Responsable du Track Luxe du GMBA, ESSEC Business School, France

GRANTS AND HONORS

Awards and Honors

2026	2026 ESSEC Foundation PhD excellence Award
2026	2026 Outstanding AE Award of the International Journal of Research in Marketing
2025	Finalist for the 2024 Sheth Foundation JAMS Best Paper Award, Academy of Marketing Science, United States of America
2024	2024 International Marketing Trend Conference Research Award
2023	Special Jury Award, ESSEC Foundation
2020	Outstanding Editorial Review Board Member, International Journal of Research in Marketing
2018	ESSEC Foundation Awards, ESSEC Foundation
2015	Best book in marketing, Académie des sciences commerciales, France

2009	Best book in marketing, Académie des sciences commerciales, France
2004	Best research paper in visual sociology, École Nationale Supérieur (ENS), France
1999	Special mention for the best PhD dissertation in marketing, Association Française de Marketing, France
1999	1st price for the best PhD dissertation in marketing, Académie des sciences commerciales, France

Grants

2026	CY Initiative d'excellence

PUBLICATIONS

Journal Articles

BERGER-REMY, F., DION, D. and DUBREUIL, C. (2026). Craftsmanship in the service encounter: A practice-based view. *International Journal of Research in Marketing*, In press.

DION, D. and PAVLYUCHENKO, R. (2026). The dark side of brilliance: diamonds as troubled commodities. *Consumption Markets & Culture*, In press, pp. 1-10.

DEBENEDETTI, A., PHILIPPE, D. and DION, D. (2025). Balancing exclusivity and inclusivity through the strategic domestication of the luxury retail experience. *International Journal of Research in Marketing*, 42(1), pp. 32-54.

DION, D., PAVLYUCHENKO, R. and PROKOPEC, S. (2025). The Enrichment Economy: Market Dynamics, Brand Strategy, and Ethics. *Journal of Marketing*, 89(2), pp. 96-118.

PAVLYUCHENKO, R. and DION, D. (2025). How the Materials of Objects Shape Consumption: An Affordance Theory Perspective. *Journal of Consumer Research*, 52(3), pp. 459-479.

DION, D., CARPENTER, G. and HUMPHREYS, A. (2025). Avant-garde Market Driving. *Journal of Marketing*, In press.

TRUJILLO-TORRES, L., ANLAMLIER, E., MIMOUN, L., CHATTERJEE, L. and DION, D. (2024). Access-based customer journeys. *Journal of the Academy of Marketing Science*, 52, pp. 24-43.

BHATNAGAR, K., CAYLA, J., DION, D. and FUSCHILLO, G. (2024). Consumer Sovereignty and the Ethics of Recognition. *Journal of Business Ethics*, 192, pp. 1-19.

DUBREUIL, C., DION, D. and BORRAZ, S. (2023). For the Love of the Game: Moral Ambivalence and Justification Work in Consuming Violence. *Journal of Business Ethics*, 186, pp. 675-694.

ARNOULD, E. and DION, D. (2023). Brand dynasty: managing charismatic legitimacy over time. *Journal of Marketing Management*, 39(3-4), pp. 338-366.

DION, D., MIMOUN, L., ANLAMLIER, E., CHATTERJEE, L. and TRUJILLO-TORRES, L. (2023). Consumer hacks in the sharing economy. *Journal of Business Research*, 167, pp. 114172.

DION, D., BORRAZ, S. and ZEITOUN, V. (2021). Subjectivity and reflexivity: The contributions of countertransference to interpretative research. *Recherche et Applications en Marketing*, 36(1), pp. 65-81.

DION, D. (2021). Managing creatively-inspired brands: a commentary and research direction. *AMS Review*, 11, pp. 471-473.

DION, D. and TACHET, B. (2020). Dynamics between market categories: A study of the (in) visibility of the plus-size fashion market. *Recherche et Applications en Marketing*, 35(1), pp. 62-83.

DUBREUIL, C. and DION, D. (2019). The spectacle of pain in the experience: A study in rugby stadiums. Recherche et Applications en Marketing. *Recherche et Applications en Marketing*, 34(4), pp. 29-49.

ARNOULD, E., CAYLA, C. and DION, D. (2017). Fetish, Magic, Marketing. *Anthropology Today*, 33(2), pp. 27-31.

DION, D. and BORRAZ, S. (2017). Managing Status: How Luxury Brands Shape Class Subjectivities in the Service Encounter. *Journal of Marketing*, 81(5), pp. 67-85.

DION, D., REMY, E. and SITZ, L. (2016). L'enracinement dans les cultures régionales pour créer des marques fortes. *Annales méditerranéennes d'économie*, (3), pp. 79-95.

DION, D. and ARNOULD, E. (2016). Persona-Fied Brands - Managing Branded Persons through Persona. *Journal of Marketing Management*, 32(1-2), pp. 121-148.

DION, D. and MAZZALOVO, G. (2016). Reviving Sleeping Beauty Brands by Rearticulating Brand Heritage. *Journal of Business Research*, 69(12), pp. 5894-5900.

DION, D. and BORRAZ, S. (2015). Managing heritage brands: A study of the sacralization of heritage stores in the luxury industry. *Journal of Retailing and Consumer Services*, 22, pp. 77-84.

DION, D. and SITZ, L. (2014). Enrichir la compréhension des comportements de consommation: pistes opérationnelles et enjeux organisationnels. *Décisions Marketing*, 71, pp. 45-58.

DION, D., SABRI, O. and GUILLARD, V. (2014). Home Sweet Messy Home: Managing Symbolic Pollution. *Journal of Consumer Research*, 41(3), pp. 565-589.

DION, D. and DE BOISSIEU, E. (2013). Construction et mise en scène d'un lignage: le cas des chefs dans la haute cuisine. *Décisions Marketing*, 70, pp. 25-42.

DION, D., RÉMY, E. and SITZ, L. (2012). Reflexive ethnicity: legitimacy and authenticity of ethnic affiliations. *Recherche et Applications en Marketing*, 27(1), pp. 59-78.

DION, D., SITZ, L. and RÉMY, E. (2011). Embodied ethnicity: the ethnic affiliation grounded in the body. *Consumption Markets & Culture*, 3, pp. 311-331.

DION, D. and ARNOULD, E. (2011). Retail Luxury Strategy: Assembling Charisma through Art and Magic. *Journal of Retailing*, 87(4), pp. 502-520.

DION, D., RÉMY, E. and SITZ, L. (2010). Le sentiment régional comme levier d'action marketing. *Décisions Marketing*, 58, pp. 15-26.

VOLLE, P., DION, D. and MARIE-LOUISE, H. (2008). Les business models dans la distribution: repérer les chemins de la performance. *Revue Française de Gestion*, 2008/1(181), pp. 123-145.

DION, D. (2007). The contribution made by visual anthropology to the study of consumption behavior. *Recherche et Applications en Marketing*, 22(1), pp. 61-78.

GALLOPEL, K., RIEUNIER, S., DEBENEDETTI, S., DION, D. and LE GALL, M. (2006). Efficacité des avertissements sanitaires dans la lutte contre le tabac : synthèse théorique et résultats d'une étude qualitative. *Revue Française du Marketing*, 19(3), pp. 45-60.

DION, D. and BONNIN, G. (2005). Une étude comparative des systèmes proxémiques français et tunisiens. *Recherche et Applications en Marketing*, 19(3), pp. 45-60.

DION, D. and MICHAUD, A. (2004). Les enjeux de la nouvelle mobilité des consommateurs : de la gestion des stocks de clientèle à la gestion des flux de clientèle. *Décisions Marketing*, 34, pp. 17-23.

DION, D. (2004). Personal control and coping with retail crowding. *International Journal of Service Industry Management*, 15, pp. 250-263.

DION, D. (2002). Val d'Europe: réinstaller l'homme au centre du Centre. *Décisions Marketing*, pp. 31-33.

Books and book editor

LE NAGARD, E., LARDINOIT, T., DION, D., BUTORI, R. and OBLE, F. (2019). *Principes de marketing [Label FNEGE 2020]*. 14 ed. Pearson, 544 pages.

LE NAGARD, E., LARDINOIT, T., DION, D., BUTORI, R. and OBLE, F. (2016). *Principes de marketing*. 13 ed. Pearson, 517 pages.

DION, D. and SUEUR, I. (2006). *La distribution*. Paris: Dunod.

DION, D. [Ed] (2008). *A la recherche du consommateur de nouvelles techniques pour étudier les clients*. Paris: Dunod.

Book chapters

DION, D. and DUBREUIL, C. (2022). Comment gérer l'affluence ? In: Rieunier S. and Daucé B. (ed.). *Marketing sensoriel et expérientiel du point de vente*. 5 ed. Paris: Dunod, pp. 225-252.

DION, D. and SITZ, L. (2020). Regional affiliations: Building a marketing strategy on regional ethnicity. In: Visconti L., Peñaloza L. and Toulouse N. eds. *Marketing Management: A Cultural Perspective*. 2nd ed. London & New York: Routledge, pp. 47-58.

DION, D. (2020). How to Manage Heritage Brands: The Case of Sleeping Beauties Revival. In: Pierre-Yves Donzé, Véronique Pouillard, Joanne Roberts eds. *The Oxford Handbook of Luxury Business*. 1st ed. Oxford: Oxford University Press.

DION, D. and ARNOULD, E. (2018). Brand Charismatic Legitimacy and Marketing of Adoration. In: S. Reinecke et B. Berghaus (ed.). *The Management of Luxury*. 2 ed. Kogan Page Ltd, pp. 177-186.

ARNOULD, E., CAYLA, J. and DION, D. (2018). Fetish, Magic, Marketing. In: *Magical Capitalism: Enchantment, Spells, and Occult Practices in Contemporary Economies*. 1st ed. Palgrave Macmillan, pp. 115-136.

DION, D. and DUBREUIL, C. (2017). Comment gérer l'affluence. In: *Marketing sensoriel et expérientiel du point de vente*. 1st ed. Dunod, pp. 225-251.

DION, D. (2017). La figure du chef cuisinier : alchimie d'un artiste - artisan. In: *Les gestes culinaires. Mise en scène de savoir-faire*. 1st ed. L'Harmattan, pp. 135-144.

DION, D. (2014). Le point de vente comme support de légitimation de marque. In: *La distribution analysée dans une perspective culturelle*. 1st ed. Cormelles-Le-Royal: Éditions Management et Société (EMS), pp. 75-89.

DION, D. (2014). Les lieux sacrés du luxe. In: *Management du luxe: Stratégies Innovantes et nouvelles pratiques*. 1st ed. Cormelles-Le-Royal: Éditions Management et Société (EMS), pp. 215-233.

DION, D. (2014). Luxury brand legitimacy. In: S. Reinecke et B. Berghaus (ed.). *The management of luxury*. 1st ed. Kogan Page Ltd, pp. 173-182.

DION, D. (2013). Légitimité et légitimation de la marque. In: *Management transversal de la marque*. 1st ed. Paris: Dunod, pp. 31-45.

DION, D. (2012). Le choc des images : l'usage de la vidéo en études et recherche marketing. In: *Marketing - Nouveaux enjeux, nouvelles perspectives*. 1st ed. Rennes: Presses Universitaires de Rennes, pp. 67-75.

RÉMY, E., SITZ, L. and DION, D. (2012). Le régionalisme en France. In: *La fabrique de l'ethncité : consommation et marketing*. 1st ed. Cormelles-Le-Royal: Éditions Management et Société (EMS), pp. 211-231.

DION, D. and SITZ, L. (2012). Regional affiliations: Building a marketing strategy on regional ethnicity. In: *Marketing Management, A Cultural Perspective*. 1st ed. London: Routledge, pp. 60-78.

DION, D. (2008). L'observation filmée. In: *A la recherche du consommateur : de nouvelles techniques pour mieux comprendre les clients*. 1st ed. Paris: Dunod, pp. 29-51.

DION, D. (2007). Negozi di Lusso a Parigi. Esperienze sacralizzate, miticche e profane. In: *La moda e la città*. 1st ed. Roma: Carocci editore, pp. 43-51.

DION, D. and CLIQUET, G. (2006). Consumer spatial behaviour. In: G. Cliquet (ed.). *Spatial Marketing*. 1st ed. Hermès Sciences, Lavoisier, pp. 27-56.

DION, D. (2002). Le comportement spatial du consommateur. In: G. Cliquet (ed.). *Le Géomarketing : méthodes et stratégies du marketing spatial*. 1st ed. Hermès Sciences, Lavoisier, pp. 37-66.

DION, D. (2002). Gérer l'affluence. In: S. Rieunier (ed.). *Marketing sensoriel du point de vente*. 1st ed. Paris: Dunod, pp. 159-185.

DION, D. (2000). L'influence de la foule sur les comportements dans un contexte commercial. In: *Etudes et recherches sur la distribution*. 1st ed. Paris: Economica.

Guest editor of a journal special issue

ARNOULD, E. and DION, D. (2018). Visual representations. *Recherche et Applications en Marketing*, 33(3), pp. 3-170.

Conference proceedings

DION, D., PAVLYUCHENKO, R. and PROKOPEC, S. (2024). The Enrichment Economy: Market Dynamics, Brand Strategy, and Ethics. In: *Advances In Consumer Research*. Paris: Association for Consumer Research (ACR).

Conferences

RAJMOHAN, A., DION, D. and JONES, H. (2025). Religious Beliefs and Sustainable Consumption: An Ethnographic Investigation of India's Sacred Groves. In: 2025 Consumer Culture Theory Conference. London.

RAJMOHAN, A., DION, D. and JONES, H. (2025). Preserving Forests: Hybrid Ontologies and Consumption Prohibitions in India's Sacred Groves. In: International Journal of Research in Marketing Rethinking Marketing for a More-Than-Human-World. Odense.

BERGER-REMY, F., DUBREUIL, C., DION, D. and ALBERTINI, E. (2025). Valorizing craftsmanship through craftspeople's practices. In: 2025 Consumer Culture Theory Conference. London.

DION, D., BORRAZ, S. and DUBREUIL, C. (2024). Crafting preciousness. In: 2024 International Marketing Trends Conference. Venise.

DION, D., PAVLYUCHENKO, R. and PROKOPEC, S. (2024). Turning Goods into Enrichment Privileges: the Market System of Enrichment and Brand Strategy. In: 2024 Annual Association of Consumer Research. Paris.

PAVLYUCHENKO, R. and DION, D. (2023). The Stuff that Stuff is Made of: How Matter Shapes Object Affordances in Everyday Consumption. In: 2023 Consumer Culture Theory Conference. Lund.

BORRAZ, S., DION, D. and DUBREUIL, C. (2022). For the Love of the Game: Moral Ambivalence and Justification Work in Consuming Violence. In: 21st International Marketing Trends Conference 2022. Rome.

PAVLYUCHENKO, R. and DION, D. (2022). The materials of life: How consumers understand and use the matter of objects. In: 11th European Institute for Advanced Studies in Management (EIASM) Interpretive Consumer Research Workshop 2022. Liverpool.

DION, D., CARPENTER, G. and HUMPHREYS, A. (2021). Avant-garde Strategy: How Rebels Successfully Challenge the Status Quo. In: 2021 Advances in Consumer Research (ACR). Seattle (online).

BERGER-REMY, F., DUBREUIL, C., DION, D. and ALBERTINI, E. (2020). Oases of Deceleration: How Firms Shape Experience of Deceleration. In: 49th European Marketing Academy, (64043). Budapest.

DION, D., GODARD, C., GOLETY, M., NABEC, L. and RENAUDIN, V. (2019). Du vin de terroir au vin d'auteur : Formatage et diffusion d'un régime de gout alternatif. In: 18th International Marketing Trends Conference. Venice.

DUBREUIL, C. and DION, D. (2019). The Spectacle of Pain in Experience: a Study in Rugby Stadium. In: 2019 Consumer Culture Theory Conference. Montreal.

DION, D. (2019). Person Brand Dynasties. In: 2019 "Future-of-Brands" Conference. New York.

BORRAZ, S. and DION, D. (2018). "Locked my Heart on the Bridge": How Consumers Reify Love Relationships. In: 2018 Consumer Culture Theory Conference.

CAYLA, J., BHATNAGAR, K., FUSCHILLIO, G. and DION, D. (2018). The Dynamics of Recognition in Luxury Service Work. In: 2018 Consumer Culture Theory Conference.

DUBREUIL, C. and DION, D. (2017). Performativity and Crowd: How do Sociomaterial Entanglements Shape Experience in Practice? In: 9th Workshop on Interpretive Consumer Research.

DION, D. and MAZZALOVO, G. (2016). Heritageation: Reviving Sleeping Beauties through the Crafting of Heritage. In: 2016 Monaco Symposium on Luxury.

DION, D. and DUBREUIL, C. (2016). Performativity: How Sociomaterial Elements Entangled in Practice Shape Communities. In: 2016 Consumer Culture Theory Conference.

DION, D. and DUBREUIL, C. (2016). Socio-matérialité des expériences de foule : une étude des communitas dans les stades. In: 15èmes Journées de Recherches Normandes sur la Consommation.

Other published teaching materials

DION, D. (2017). The Yves Saint Laurent museum: A portait of the couturier as an artist. ESSEC Knowledge.

Press

PAVLYUCHENKO, R. and DION, D. (2026). Swatch brawls: why are people fighting over pocket watches? *The Conversation*.

DION, D. and PAVLYUCHENKO, R. (2026). Swatch brawls: why are people fighting over pocket watches? *ESSEC Knowledge*.

DION, D. (2024). Chanel is in search of a creative revival. Is Mathieu Blazy the right person for the job? *The Conversation*.

DION, D. (2023). Inflation, écologie Comment l'industrie du luxe s'adapte. *La République du Centre*.

DION, D. (2023). A Moral Tightrope: Why Do We Accept Violence in Sports? *ESSEC Knowledge*.

MIMOUN, L., DION, D., ANLAMLIER, E., CHATTERJEE, L. and TRUJILLO-TORRES, L. (2023). Airbnb, Netflix, Rent the Runway… Les petites astuces des clients pour contourner les règles des plates-formes. *The Conversation*.

BHATNAGAR, K., DION, D., FUSCHILLO, G. and CAYLA, J. (2023). Hôtellerie-restauration : comment le client-roi mine la reconnaissance des employés. *The Conversation*.

DION, D. and SMITH, J. (2023). Why Do We Accept Violence in Sports? *Psychology Today*.

MIMOUN, L., DION, D., ANLAMLIER, E., CHATTERJEE, L. and TORRES, L. (2023). Airbnb, Netflix, Rent the Runway… Les petites astuces des clients pour contourner les règles des plates-formes. *The Conversation*.

BHATNAGAR, K., CAYLA, J., FUSCHILLO, G. and DION, D. (2023). Hôtellerie-restauration : comment le client-roi mine la reconnaissance des employés. *The Conversation*.

DION, D. (2022). Inclusive fashion. *ESSEC Knowledge*.

DION, D. (2022). Artification: Luxury down to fine art. *ESSEC Knowledge*.

DION, D. (2021). Heritage brands vs. brands with heritage. *ESSEC Knowledge*.

DION, D. (2019). The King is dead, long live the king. *ESSEC Knowledge*.

DION, D. and TACHET, B. (2019). La mode grande taille stigmatisée et... stigmatisante. *The Conversation*.

DION, D. (2019). L'après–Karl Lagerfeld, le grand défi de Chanel. *The Conversation*.

DION, D. (2018). The making of royal celebrities: the role of consumer buy-in. *ESSEC Knowledge*.

DION, D. (2017). Sleeping beauties: how to transform your brand into legend - and sell. *ESSEC Knowledge*.

DION, D. (2016). Sleeping Beauties: Relancer une marque endormie à partir de son héritage. *Monde des Grandes Écoles Universités Le Magazine*.

DION, D. (2016). The Luxury Industry's Sacred Places. *Reflets Hors-Série ESSEC Knowledge*, pp. 79-81.

DION, D. (2016). The luxury industry's sacred places. *ESSEC Knowledge*.

DION, D. (2008). Vers une meilleure connaissance du client. *Revue des Marques*.

OTHER RESEARCH ACTIVITIES

Associate Editor

Since 2026 Journal of Retailing

2024 - 2026 International Journal of Research in Marketing

Editorial Board Membership

2019 - 2025 Journal of Business Research

Affiliations

2020 - 2023 Consumer Culture Theory Consortium Board